

FRATELLI REIFER CUSTOM + zerododici in Milano Design Week

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(MILAN – March 20, 2017) **FRATELLI REIFER CUSTOM**, a premium furniture joinery from Brixen in South Tyrol, Italy, will present its work for the first time in Milan Design Week (April 4–9). Located in Via Volta 13, Brera Design District, the exhibition will showcase how the company's work bridges the gap between traditional, high-quality craftsmanship and first-rate contemporary design realized in collaboration with architects and interior designers.

To showcase this fertile reciprocal relationship, Fratelli Reifer Custom introduces – especially for Milan Design Week – an exclusive limited edition design: Mizu, a large sculptural table in Canaletto walnut. This limited edition design is bent three-dimensionally from 10 single 8-meter long sheets of wood pressed together.

The exhibition has been produced in cooperation with **OXII zerododici**, an upcoming Milanese architecture studio. Together, the two companies are exploring how architecture, interior design and craftsmanship intermix in various commonly executed design projects. Zerododici presents its work under the title "(Re)arranged" in an adjoined space dedicated to architecture.

Tischlerei – Joinery

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Background information:

Fratelli Reifer Custom was born as a premium furniture joinery in 2015 in the Alpine city of Brixen, Italy, when two brothers with a passion for custom wooden furniture took over the reins of their beloved family joinery, founded by their father in 1978. Equipped with a solid education and an international outlook (having, between them, studied and worked in Bolzano, Milan, Vienna, Tokyo, London and Vancouver), their ambition is to unite tradition and innovation, local and foreign influences, profits with ethical business practices and the beauty of the past with the vigor of the present.

With hard work and large investments, the brothers have introduced the joinery to advanced machinery and technology, environmentally friendly products and treatments, as well as new contacts and collaborations with architects and designers, all the while recruiting highly qualified craftsmen.

All of this has permitted Fratelli Reifer Custom to become a new type of joinery. A joinery that is specialized in producing custom-designed wooden furniture and interiors. A joinery that has expert knowledge in working with solid wood and special materials. A joinery capable of meeting the needs of the most demanding of clients; those with good taste, sense of quality and refinement, and an eagerness to enjoy something unique and exclusive. A joinery open to external collaborations and professional exchanges with designers, artists and architects. A joinery that can play in the international market. A joinery, finally, fresh and dynamic, still adhering to its traditional principles of care, responsibility, quality, beauty, and efficiency.